

## II. AMENDMENTS TO THE CLAIMS

The following is a listing of claims to replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method of managing custom data by a computer during an electronic purchase, the method comprising:

~~obtaining~~ selecting an item ~~selected by a user for the electronic purchase;~~

determining whether the user must provide required government regulatory information as part of the electronic purchase, wherein the determining includes:

determining a set of attributes for the item, wherein the attributes include item-based attributes and purchase-based attributes, wherein each item-based attribute relates to information about the item and each purchase-based attribute relates to information about the electronic purchase and wherein each attribute is associated with at least one value;

comparing the set of attributes to a set of keys, wherein each key is generated based on data collected on a custom data form and wherein each key includes an attribute with a corresponding matching value; and

providing, using the computer, displaying the custom data form for presentation to the user ~~using the computer in the case where~~ only when the corresponding matching value of an attribute in the set of keys matches the at least one value of each attribute for the item; and

obtaining the required government regulatory information from the user a customer that is required to comply with disclosure and reporting requirements for a purchase of chemicals via the custom data form.

2. (Currently Amended) The method of claim 1, wherein the obtaining ~~selecting~~ step comprises:
  - adding the item to an electronic shopping cart;
  - selecting to checkout the electronic shopping cart; and
  - obtaining purchase information for the electronic purchase.
3. (Original) The method of claim 2, wherein the custom data form is displayed after the obtaining step.
4. (Original) The method of claim 1, further comprising generating the custom data form for the item.
5. (Original) The method of claim 1, further comprising obtaining custom data using the custom data form.
6. (Original) The method of claim 5, further comprising storing the obtained custom data in a database.
7. (Currently Amended) The method of claim 6, wherein the storing step comprises:

concatenating custom data obtained using at least two input fields in the custom data form; and

storing the concatenated custom data as a large object in the database.

8. (Original) The method of claim 7, further comprising parsing the concatenated custom data to determine the custom data obtained for one of the at least two fields.

9. (Original) The method of claim 1, wherein the custom data form is displayed once for a plurality of items that match the set of keys.

10. (Currently Amended) A method of managing custom data by a computer during an electronic purchase, the method comprising:

selecting an item for the electronic purchase; wherein the selecting includes:

adding the item to an electronic shopping cart;

selecting to checkout the electronic shopping cart; and

obtaining purchase information for the electronic purchase;

obtaining purchase information for the item;

determining whether a user must provide required government regulatory information as part of the electronic purchase, in response to obtaining the purchase information, wherein the determining includes:

determining a set of attributes for the item, wherein the attributes include item-based attributes and purchase-based attributes, wherein each item-based attribute relates

to information about the item and each purchase-based attribute relates to information about the electronic purchase and wherein each attribute is associated with at least one value;

comparing the set of attributes to a set of keys, wherein each key is generated based on data collected on a custom data form and wherein each key includes an attribute with a corresponding matching value; and

providing, using the computer, displaying the custom data form for presentation to the user using the computer in the case where only when the corresponding matching value of an attribute in the set of keys matches the at least one value of each attribute for the item;

obtaining the required government regulatory information from the user ~~a customer that is required to comply with disclosure and reporting requirements for a purchase of chemicals~~ using at least one input field in the custom data form; and

storing the data obtained from the custom data form and purchase information in a database.

11. (Currently Amended) The method of claim 10, wherein the storing step comprises:

concatenating custom data obtained for a plurality of input fields; and

storing the concatenated custom data as a large object in the database.

12. (Original) The method of claim 11, wherein the storing step further comprises storing an entry in a custom data group table for a custom data group, wherein the custom data group includes each item in the electronic purchase that matches the set of keys.

13. (Previously Presented) The method of claim 12, wherein the storing step further comprises:

storing the large object in an entry in a group custom data table in the case that the custom data form is displayed once for the custom data group; and

storing the large object in an entry in an item custom data table in the case that the custom data form is displayed for each item in the custom data group.

14. (Currently Amended) A system of managing custom data by a computer during an electronic purchase, the system comprising:

at least one computer including:

a selection system to allow a user to select an item for the electronic purchase;

a determining system to determine whether the user must provide required government regulatory information as part of the electronic purchase, wherein the determining includes:

an attribute system to determine a set of attributes for the item, wherein the attributes include item-based attributes and purchase-based attributes, wherein each item-based attribute relates to information about the item and each purchase-based attribute relates to information about the electronic purchase and wherein each attribute is associated with at least one value;

a key system to compare the set of attributes to a set of keys, wherein each key is generated based on data collected on a custom data form and wherein each key includes an attribute with a corresponding matching value; and

a form system to display the custom data form to the user using the computer only when in the case where the corresponding matching value of an attribute in the set of keys matches the at least one value of each attribute for the item; and

an obtaining system to obtain the required government regulatory information from the user ~~a customer that is required to comply with disclosure and reporting requirements for a purchase of chemicals~~ via the custom data form.

15. (Previously Presented) The system of claim 14, further comprising a checkout system to obtain purchase information for the item.

16. (Previously Presented) The system of claim 14, further comprising a storage system to store custom data, wherein the form system further obtains the custom data using the custom data form.

17. (Previously Presented) The system of claim 16, wherein the storage system includes:

a custom data group table to store an entry for a custom data group, wherein the custom data group includes each item in the electronic purchase that matches the set of keys;

a group custom data table to store an entry for the custom data for the custom data group in the case that the custom data form is displayed once for the custom data group; and

an item custom data table to store an entry for the custom data for each item in the custom data group in the case that the custom data form is displayed once for each item in the custom data group.

18. (Currently Amended) A computer program product, stored on a computer readable medium and implemented through a computer, for managing custom data during an electronic purchase, the computer program product comprises:

program code to allow a user to select an item for the electronic purchase;

program code to determine whether the user must provide required government regulatory information as part of the electronic purchase, wherein the determining includes:

program code to determine a set of attributes for the items, wherein the attributes include item-based attributes and purchase-based attributes, wherein each item-based attribute relates to information about the item and each purchase-based attribute relates to information about the electronic purchase and wherein each attribute is associated with at least one value;

program code to compare the set of attributes to a set of keys, wherein each key is generated based on data collected on a custom data form and wherein each key includes an attribute with a corresponding matching value; and

program code to display the custom data form to the user using the computer only when in the case where the corresponding matching value of an attribute in the set of keys matches the at least one value of each attribute for the item; and

program code to obtain the required government regulatory information from the user a customer that is required to comply with disclosure and reporting requirements for a purchase of chemicals via the custom data form.

19. (Previously Presented) The computer program product of claim 18, further comprising:

program code to obtain purchase information for the item;

program code to obtain custom data using the custom data form; and

program code to store the custom data and the purchase information.

20. (Previously Presented) The computer program product of claim 19, further comprising  
program code to process the custom data.